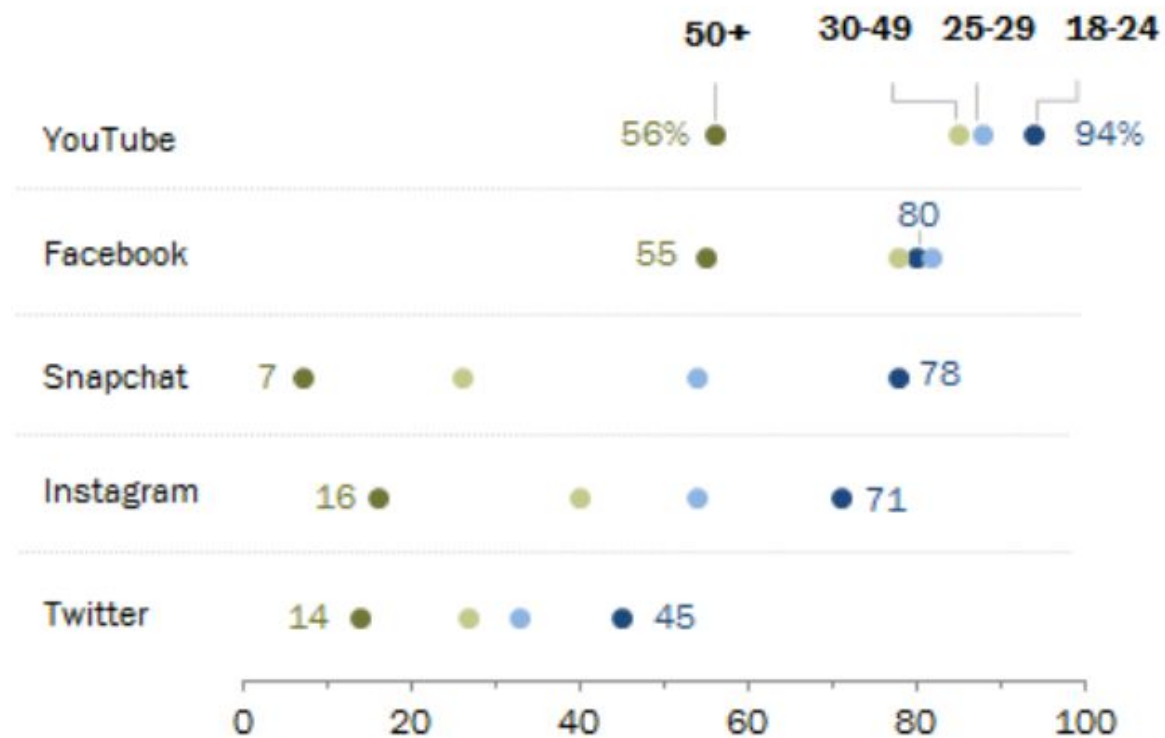


Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...



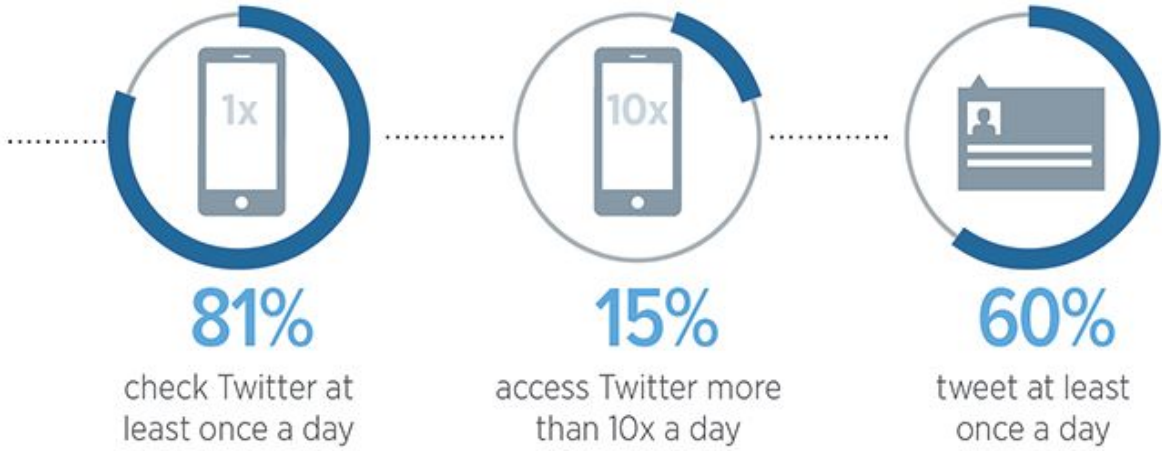
Source: Survey conducted Jan. 3-10, 2018.
 "Social Media Use in 2018"

PEW RESEARCH CENTER

Facebook Statistics

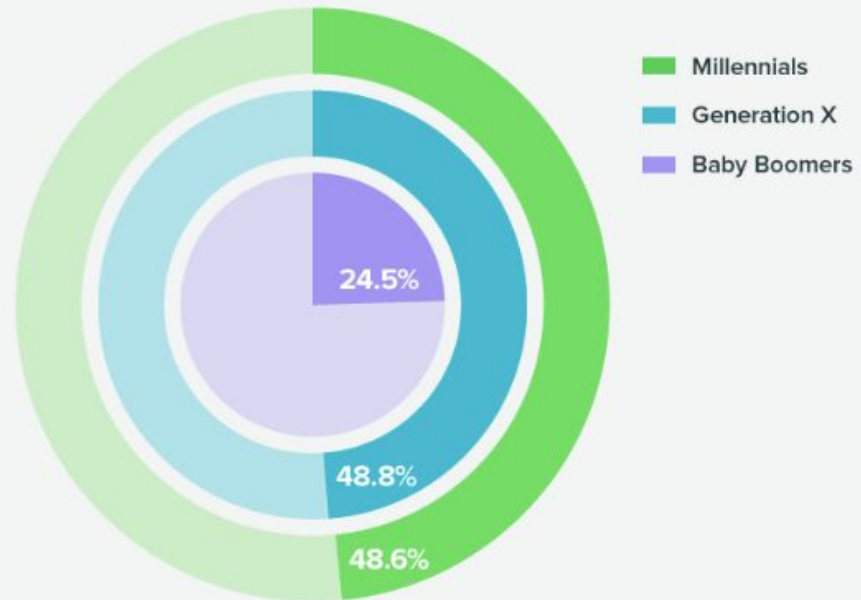
Facebook isn't going anywhere, but some statistics are changing yearly. In fact, the [Sprout Social Q1 2017 Index](#) discovered Facebook still sees the most interactions and is the preferred network among millennials, Gen Xers and baby boomers. Even Instagram's massive increase in users falls to the power of Facebook.

1. Less than **half of 12 to 17 year-old US Facebook users** will log on at least once per month in 2018.
2. Almost **60% of US internet users** selected Facebook to watch videos online in Dec. 2017.
3. Facebook still reigns as the most popular social media network with **79% of internet users** in the US logging on the site.
4. Facebook is estimated to generate **\$21.57 billion in US ad revenues** in 2018, which would account for 83% of the total social media ad spend throughout the nation.
5. 68% of US adults between the ages 18-29 are on Facebook.
6. Daily Facebook visitors grew by 6% year over year from 2015 to 2016 to equal more than 1.6 billion users.
7. More than **33,000 chatbots** are active on Facebook. Learn **how to use chatbots** here!



Percentage Currently Following Brands on Social

Q1 2017

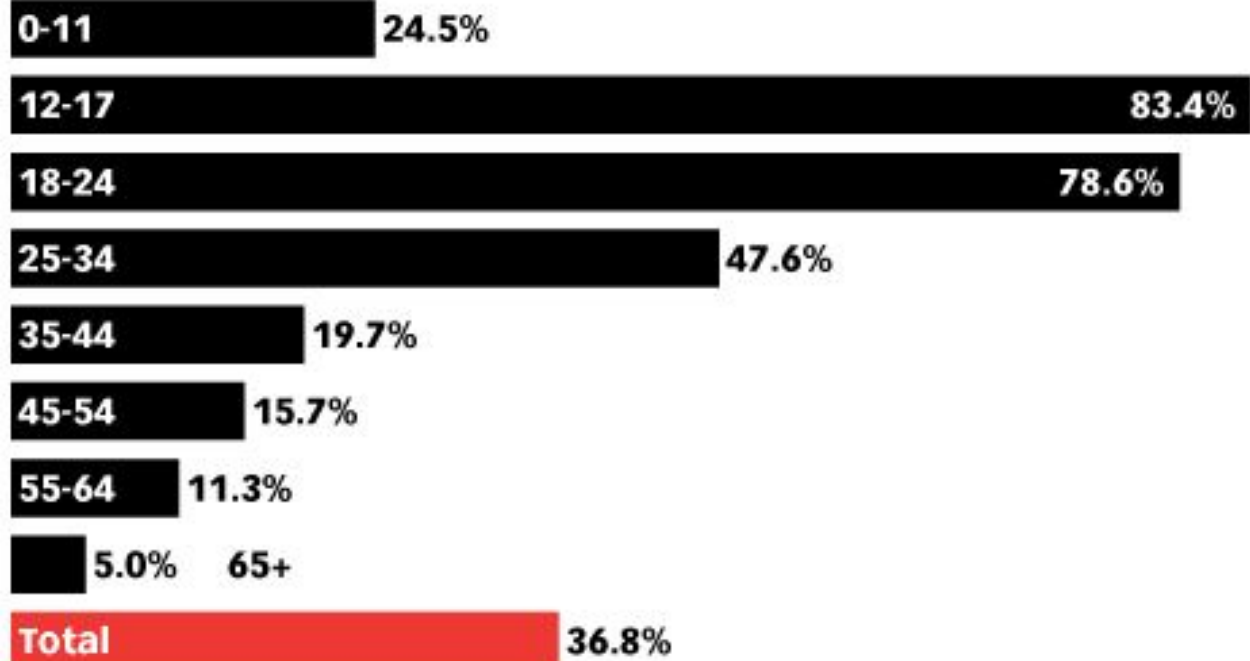


sproutsocial

sproutsocial.com/index

US Snapchat User Penetration, by Age, 2017

% of social network users in each group



Note: mobile phone users who access their Snapchat account via mobile phone app at least once per month

Source: eMarketer, March 2017



VS.



OF COLLEGE STUDENTS WOULD OPEN A
SNAPCHAT FROM A BRAND THEY DIDN'T KNOW

OF COLLEGE STUDENTS WOULD OPEN A
SNAPCHAT FROM A BRAND THEY DID KNOW

HOW DO I KNOW. THAT THEY KNOW. THAT I KNOW. THAT THEY KNOW ME?

(PERCENTAGE OF COLLEGE STUDENTS THAT WOULD BE WILLING TO ADD A BRAND AS A FRIEND ON
SNAPCHAT, BECAUSE THEY FOLLOW THEM ON ANOTHER SOCIAL NETWORK)

NO 31% 69% YES



WELL, UH, HOW DO I CONNECT WITH THEM?

69%



of college students

said that they would be more
inclined to open a Snapchat
picture from a brand

67%



of college students

would most want to receive
discounts or promotions from
brands on Snapchat

58%



of college students

would be most likely to purchase a
brand's product or service if they were
sent a coupon on Snapchat

Instagram Monthly Active Users

